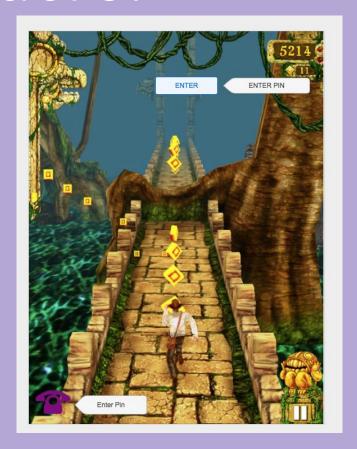
# PurpleRun

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#### **Project Description**

- The app will be called "PurpleRun" to avoid causing any suspicions from the abuser
- The homepage would appear as a game and a pin would be needed to get to the "Real" homepage
- Emergency button
  - Will call 911
  - The call won't be ended UNLESS the user's pin is entered
- Menu options:
  - Be an advocate/ally
    - how to help, where to volunteer, what to know, etc.
  - Information on different types of abuse
  - General info for all survivors (legal, health, etc.)
  - Information for undocumented survivors
  - Information for mothers/survivors with children
  - Shelters in the user's local area with their contact information
- Different language options as well as information on interpreters

## User's POV





### Why?

- Belles
  - Serving at a DV shelter
- Challenging
  - o it encompasses a wide group of target users from various backgrounds, languages, citizenship statuses, etc. so it will be important to make it usable for as many people as possible
- STATS (NCADV-National Coalition Against Domestic Violence):
  - o 1 in 3 women and 1 in 4 men have been victims of physical violence by an intimate partner
  - o 1 in 4 women and 1 in 7 men have been victims of **severe** physical violence by an intimate partner
  - Women between the ages of 18-24 are the most commonly abused by an intimate partner
  - Approx. 75% of women who are killed by their abusers are murdered when they attempt to leave or have left abusive relationship

# Thank you!

Questions?